

Message Text

UNCLASSIFIED

PAGE 01 BERN 03228 061620Z

46

ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 COME-00 SS-15 PRS-01 PA-03

USIA-15 CIAE-00 INR-10 NSAE-00 RSC-01 RSR-01 /083 W

----- 017457

R 061550Z AUG 73

FM AMEMBASSY BERN

TO SECSTATE WASHDC 8046

UNCLAS BERN 3228

FOR DENT AND CASEY

E.O. 11652: N/A

TAGS: BEXP, XX

SUBJECT: STATE/COMMERCE COOPERATION ON COMMERCIAL PROGRAM

REF: STATE 141993

1. THIS MISSION HAS BEEN MOST PLEASED WITH STATE/COMMERCE EFFORTS TO STRENGTHEN THE COMMERCIAL PROGRAM ABROAD. THE JOINT EFFORT, WE BELIEVE, HAS ALREADY HELPED THE FIELD AND ENABLED US AND WASHINGTON TO MAKE BETTER USE OF OUR RESOURCES. THE STREAMLINING, PARTICULARLY IN WASHINGTON, HAS HELPED US CONSIDERABLY TO PROMOTE EXPORTS AND DIRECT INVESTMENT IN THE US.

2. IN MISSION VIEW, HOWEVER, THE GUT PROBLEM WHICH SHOULD BE FACED IS THAT EXPORT PROMOTION IN THE US ALMOST WHOLLY DEPENDS ON U.S. BUSINESS COMMUNITY, NOT USG. EXPORTERS ALL TOO OFTEN REALLY BECOME EXPORTERS ONLY WHEN DOMESTIC DEMAND IS INSUFFICIENT. BECAUSE OF CURRENT BOOM IN U.S., WE FIND AMERICAN FIRMS FOLLOW THROUGH MINIMALLY ON TRADE AND LICENSING OPPORTUNITIES. SWISS MARKET, AND WE ASSUME EUROPEAN MARKET, WANTS RELIABLE SOURCES OF SUPPLY, INDUSTRIAL OR INDEED AGRICULTURAL. U.S. PERFORMANCE, IN CURRENT CIRCUMSTANCES, IS NOT ASSURING IN EITHER FIELD. A CASE REPORTED IN AUG. 3 ISSUE OF JOURNAL DE GENEVE CLEARLY POINTS UP PART OF

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BERN 03228 061620Z

PROBLEM. HEADLINED "AMERICAN EXPORTS: THE OLD HABITS,"

THE ARTICLE REPORTS ON U.S. FIRM WHICH PROPOSED CONTRACT TO SWISS DISTRIBUTOR CONTAINING CLAUSE CALLING FOR ITS TERMINATION ON TWO WEEKS' NOTICE. DISTRIBUTOR REFUSED REPRESENT U.S. FIRM UNLESS LATTER WOULD ACCEPT CUSTOMARY EUROPEAN PRACTICE OF THREE MONTHS' NOTICE. ARTICLE OBSERVES THAT "ONE DOESN'T BECOME AN EXPORTER OVERNIGHT." ALTHOUGH PRINCIPALS NOT IDENTIFIED IN ARTICLE, EMBASSY AWARE OF CASE WHICH IT REPORTED IN ITS A-287, JULY 5, NOTING U.S. FIRM REFUSED SWISS COUNTER PROPOSAL.

3. IF YOU WANT IN JOINT MEETING TO ADDRESS A REAL PROBLEM -- AND AN OLD ONE -- IT IS HOW TO MAKE THE U.S. BUSINESS COMMUNITY EXPORT ORIENTED (WE RECOGNIZE THAT EXPORTS ONLY ACCOUNT FOR SMALL AND MARGINAL AMOUNT WITH RESPECT TO GNP, BUT A POTENTIALLY HUGE AMOUNT IN ABSOLUTE TERMS.)

4. MISSION SUGGESTS THEREFORE THAT YOUR JOINT MEETING CONSIDER A NATIONWIDE SEMINAR PROGRAM TO GIVE U.S. BUSINESS (NOT THE BIG MULTINATIONALS) AN IDEA ABOUT DOING BUSINESS ABROAD AND HOW YOU CAN HELP THEM. PUT ON A BIG PUSH THROUGH THE NATIONAL EXPORT EXPANSION COUNCIL, COMMERCE FIELD OFFICES, AND LOCAL CHAMBERS OF COMMERCE ON THE ADVANTAGES OF EXPORTING AND HOW TO DO IT. GIVEN THE CURRENT DOLLAR EXCHANGE RATE, IT SHOULD BE EASY TO CONVINCE MANUFACTURERS TO EXPORT AND, AS WE ARE SEEING, FOREIGNERS TO MAKE DIRECT INVESTMENT IN THE U.S. IN SUM, THIS MISSION RECOMMENDS THAT THE JOINT CASEY/DENT MEETING AVOID CONCENTRATION ON ORGANIZATIONAL MATTERS AND START CONVINCING U.S. BUSINESS THAT IT HAS REAL LONG-TERM ADVANTAGES IN SUSTAINED SELLING ABROAD.
PERCIVAL

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 AUG 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BERN03228
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730856/aaaabpil.tel
Line Count: 93
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 73 STATE 141993
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 21 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21-Sep-2001 by reddocgw>; APPROVED <30-Jan-2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: STATE/COMMERCE COOPERATION ON COMMERCIAL PROGRAM
TAGS: BEXP, XX
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005